



WBQH
1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT
1ST QUARTER 2014
DECEMBER 28TH • MARCH 29TH

MELVIN R. CHASE, JR.
DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

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PUBLIC AFFAIRS PROGRAMS

WBQH La Mera Mera Radio offers its listeners a diverse mix of news, consumer affairs, and inspirational programming with a variety of entertaining and thought-provoking hosts. All programs air every Sunday.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

SPORTS PROGRAMMING

WBQH La Mera Mera Radio is also part of the Federal News Radio Sports Network, airing games for Washington Nationals Baseball, Navy Football, D.C. United Soccer, American University Basketball, and George Washington University Basketball.

PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

🎧 Mar. 23rd

PP #1 • 4:30am • 28 min • Ethics For Children - Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD

PP #2 • 5:00am • 28 min • Tricks of the Trade - Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems

🎧 Mar. 16th

PP #1 • 4:30am • 28 min • Color Theory - Mary Anne Reilly, artist, Washington, DC

PP #2 • 5:00am • 28 min • Advertising to Kids in Cyberspace - Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

🎧 Mar. 9th

PP #1 • 4:30am • 28 min • Ethics For Children - Adriana Murphy, seventh grade social studies teacher and eighth grade ethics teacher, Green Acres School, Rockville, MD

PP #2 • 5:00am • 28 min • Tricks of the Trade - Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems

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🎧 Feb. 16th

PP #1 • 4:30am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project

PP #2 • 5:00am • 28 min • Children's Friendships - Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice

 Feb. 9th

PP #1 • 4:30am • 28 min • Kids Making Mistakes - Susan Rail, licensed clinical social worker.
Remember this important slogan: Practice makes progress!

PP #2 • 5:00am • 28 min • Bullying – Dr. Maureen Donnelly, an Adolescent Psychologist in private practice and on the teaching faculty Georgetown University Medical Center and Children's Hospital Center, Barbara Herwitz, an experienced elementary and middle school teacher

 Feb. 2nd

PP #1 • 4:30am • 28 min • Parenting: A Growth Experience with Wade F. Horn, Ph.D., clinical child psychology; director in Deloitte Consulting LLP Public Sector Practice

PP #2 • 5:00am • 28 min • Down Time with William R. Stixrud, Ph.D., clinical neuropsychologist

 Jan. 26th

PP #1 • 4:30am • 28 min • Intergenerational Relationships - Deborah Stiller, Director of Program Operations at Interages, and Margaret Merring, a Counselor at Farmland Elementary School

PP #2 • 5:00am • 28 min • Our Legacy to Our - Children Dr. Douglas A. Riley, EdD, licensed clinical psychologist; author, Dr. Riley's Box of Tricks: 80 Uncommon Solutions for Everyday Parenting Problems

 Jan. 19th

PP #1 • 4:30am • 28 min • Environmental Education - Vini Schoene, Director of the Burgundy Center for Wildlife Studies, Cooper's Cove Wildlife Sanctuary

PP #2 • 5:00am • 28 min • Twin Siblings and Families - Nancy Segal, Ph.D., Professor of Psychology; Director, Twin Studies Center, California State University; author, Someone Else's Twin: The True Story of Babies Switched at Birth

 Jan. 12th

PP #1 • 4:30am • 28 min • Cooking for Life with Susan Reilly, DC City Program Manager, Common Threads.

PP #2 • 5:00am • 28 min • Understanding Stressed Behavior with Claudia Gold, M.D., general and behavioral pediatrics; author, Keeping Your Child in Mind

 Jan. 5th

PP #1 • 4:30am • 28 min • Cyberspace Advertising to Kids with Michael Brody, M.D., Adult and Child Psychiatrist; author, Messages: Self-Help Through Popular Culture

PP #2 • 5:00am • 28 min • Hearing - Carol Stock Kranowitz, author, The Out-of-Sync Child and (with Joye Newman) *Growing An In-Sync Child*



Dec. 29th

PP #1 • 6:00am • 28 min • Plugged In Kids - Lee Rainie, Director, Pew Research Center's Internet & American Life Project

PP #2 • 6:30am • 28 min • Children's Friendships - Cathy Cohen, Social Worker in private practice and run a group therapy program called Stepping Stones, and Dr. Ron Vanderlou, a Psychologist in private practice

MUSIC AND THE SPOKEN WORD

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- 🎧 Mar. 23rd • 5:30am • 28:00 min • Program 4346
- 🎧 Mar. 16th • 5:30am • 28:00 min • Program 4404
- 🎧 Mar. 9th • 5:30am • 28:00 min • Program 4403
- 🎧 Feb. 23rd • 5:30am • 28:00 min • Program 4402
- 🎧 Feb. 16th • 5:30am • 28:00 min • Program 4399
- 🎧 Feb. 9th • 5:30am • 28:00 min • Program 4392
- 🎧 Feb. 2nd • 5:30am • 28:00 min • Program 4390
- 🎧 Jan. 26th • 5:30am • 28:00 min • Program 4389
- 🎧 Jan. 19th • 5:30am • 28:00 min • Program 4349
- 🎧 Jan. 12th • 5:30am • 28:00 min • Program 4388
- 🎧 Jan. 5th • 5:30am • 28:00 min • Program 4387
- 🎧 Dec. 29th • 5:30am • 28:00 min • Program 4346

OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

🎧 Mar. 23rd

OCI #1 • 6:00am • 25:00 min • Dr. Richard Rubin, a Chevy Chase cardiologist and chief of cardiology at Sibley Hospital, discusses how fats, carbs, diet and exercise affect the heart.

OCI #2 • 6:30am • 25:00 min • James Quiggle from the Coalition Against Insurance Fraud discusses the cost of insurance fraud and some of the common frauds which can cost consumers money as well as their lives.

🎧 Mar. 16th

OCI #1 • 6:00am • 25:00 min • Colon Cancer - Dr. Richard Gelfand discusses colon cancer, which is the second most common cause of cancer deaths in this country.

OCI #2 • 6:30am • 25:00 min • Bob Hunter of the Consumer Federation of America discusses add-on insurance policies that cost consumers millions and may not be needed.

🎧 Mar. 9th

OCI #1 • 6:00am • 25:00 min • Chris Basso of Carfax discusses how to buy a used car, airbag fraud, and the millions of cars that have never had safety recalls fixed.

OCI #2 • 6:30am • 25:00 min • Center For Auto Safety - Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

🎧 Feb. 23rd

OCI #1 • 6:00am • 25:00 min • Jack Gillis, author of The Car Book, talks about buying a car.

OCI #2 • 6:30am • 25:00 min • Center for Auto Safety - Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

🎧 Feb. 16th

OCI #1 • 6:00am • 25:00 min • Jim Quiggle of the Coalition Against Insurance Fraud discusses the dangers of counterfeit air bags, the enormous cost of insurance fraud and some notorious scams.

🎧 OCI #2 • 6:30am • 25:00 min • Tom Gordon with Consumers for a Responsive Legal System discusses law changes in California, small claims court, making a contract with a lawyer and complaining about a lawyer.



Feb. 9th

OCI #1 • 6:00am • 25:00 min • Matthew Shay of the National Retail Federation discusses marketing trends and how brick-and-mortar stores are meeting the challenge of the Internet.

OCI #2 • 6:30am • 25:00 min • Owen Donley, chief counsel, SEC Office of Investor Education and Advocacy, gives advice on how to avoid getting ripped off.



Feb. 2nd

OCI #1 • 6:00am • 25:00 min • Chris Basso of Carfax discusses how to buy a used car, airbag fraud, and the millions of cars that have never had safety recalls fixed.

OCI #2 • 6:30am • 25:00 min • Center for Auto Safety - Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more



Jan. 26th

OCI #1 • 6:00am • 25:00 min • Bob Long, chairman of Ariba Asset Management, discusses the indicators that we are in for strong economic growth and the signs there may be some bumps along the road to economic recovery.

OCI #2 • 6:30am • 25:00 min • Steve Pociask of the American Consumer Institute discusses how small businesses affect the economy and provide a majority of new jobs.



Jan. 19th

OCI #1 • 6:00am • 25:00 min • Joe Hemsley, financial advisor with Ameriprise, discusses personal finance issues.

OCI #2 • 6:30am • 25:00 min • James Quiggle from the Coalition Against Insurance Fraud discusses the cost of insurance fraud and some of the common frauds which can cost consumers money as well as their lives.



Jan. 12th

OCI #1 • 6:00am • 25:00 min • Jack Gillis, author of The Car Book, talks about buying a car.

OCI #2 • 6:30am • 25:00 min • Center for Auto Safety - Clarence Ditlow of the Center for Auto Safety talks about safety recalls, how new technology is used to reduce truck accidents, cars that drive themselves and much more.

 Jan. 5th

OCI #1 • 6:00am • 25:00 min • Marc Parsonts, a nationally certified massage therapist, discusses the various types of massage and how it can relieve pain, stress and increase flexibility as well as help prevent injuries..

OCI #2 • 6:30am • 25:00 min • Rob Forsyth, vice president and general manager at AT&T Mobility, speaks to the future of smartphone technology.

 Dec. 29th

OCI #1 • 6:00am • 25:00 min • Maxine Sweet, vice president of public education with Experian, explains the difference between identity theft and credit card theft and discusses ways to protect against these crimes.

OCI #2 • 6:30am • 25:00 min • Evan Farr, a certified elder law attorney, talks about lifetime planning.

ASCERTAINMENT

As part of our continuing effort to serve our listeners, WBQH La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: Health Care Reform, Jobs/The Economy, and Government Accountability.

The Top Issues were:

1. Health Care Reform
2. Jobs/The Economy
3. Government Accountability
4. Crime and Public Safety
5. Transportation
6. Income Inequality
7. Immigration Reform
8. Education
9. Gentrification

PUBLIC SERVICE CAMPAIGNS

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- 🎧 BoostAttendance.org
- 🎧 Children's Oral Health
- 🎧 Childhood Obesity Prevention
- 🎧 Community Engagement
- 🎧 Emergency Preparedness
- 🎧 Employment Opportunities
- 🎧 Financial Literacy
- 🎧 GetCoveredAmerica.Org
- 🎧 Health and Wellness
- 🎧 High School Dropout Prevention
- 🎧 Hispanic College Preparation
- 🎧 Hope For Homeowners Facing Foreclosure
- 🎧 Immigration Reform
- 🎧 Internship Opportunities
- 🎧 March of Dimes
- 🎧 Nutrition Education
- 🎧 School Attendance Matters
- 🎧 Underage Drinking Prevention
- 🎧 USO